



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS,
RESEARCH & EXTENSION**

UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

END OF SEMESTER FOUR EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS AND ECONOMICS
EXECUTIVE MBA**

EXAM CODE:- BBM 101

COURSE TITLE:- INTRODUCTION TO BUSINESS

DATE:- 3RD NOVEMBER, 2016 TIME:- 9.00A.M – 12.00 NOON

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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MOI UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

DBA 101: INTRODUCTION TO BUSINESS

TIME: 3 HOURS

EXAMS

Instructions

Answer Question One and Any other Three.

Question one

- a) Briefly discuss the P's of marketing comparing them with the Ps in production and operation (8marks)
- b) The business of business is business. Discuss (4marks)
- (c) Give SIX reasons why one would opt for a partnership instead of a sole proprietor (6marks)
- d) Explain the concept globalization (5marks)
- e) Discuss the principles of a cooperative form of business (7marks)

Question two

- Explain five ways in which a firm can enter the international (10marks)
- Briefly explain five characteristics of a business organization (5 marks)

Question three

- Explain why business organizations are considered as open systems (10marks)
- Describe the major characteristics of an entrepreneur (5marks)

Question four

- Discuss six functions of Human resources management. (9marks)
- Explain the advantages of Hybrid form of a business (6marks)

Question five

Compare and contrast the micro and macro environment of business giving the effect on business (15marks)

Question six

Explain the role of government business as a protector and also direct participant (15 marks)
